

Marketing Organic Food in Australia: A Qualitative Study of Factors Influencing Consumers' Purchase Intention

Mohammad Almrafee, Ranga Chimhundu & Rumman Hassan

Abstract

This study aims to explore the main factors that influence consumers' purchase intention of organic food in Australia. The researchers employed a qualitative study using semi-structured interviews with 30 interviewees to explore the key motives that influence consumers to purchase organic food. Interviewees were selected using the mall intercept method, a convenience sampling method. Thematic content analysis was used to analyse the data and Nvivo software was utilised in this regard. The study unveiled various factors that may influence consumers' decision to purchase organic food. The study revealed that health concern, price, labelling, availability, trust, environmental concern, certification, taste, packaging, nutritional value, quality, subjective norms and social media are the most important factors that influence consumers to purchase organic food in Australia.

The theoretical contribution of this study arises from the insights the study provides into why consumers purchase organic food products. The findings of the study contribute to the expansion of the body of knowledge related to consumer behaviour of organic food by exploring the essential factors that influence purchasing decisions for such products. In addition, the study adds new knowledge to the literature on the main motives that lead Australian consumers to choose such products. Practically, the findings of the study support the practitioners of organic food products to better understand the key factors that influence consumers' purchases of organic food which assists them to develop suitable marketing strategies and innovative marketing campaigns to persuade the target market to purchase organic food. Further, the study may help new businesses in the organic food industry on how to identify and reach consumers easily and effectively.

Keywords: Organic Food, Australia, Qualitative Study, Consumers' Purchase Intention.

Corresponding author contact details:

Mohammad.Almrafee@usq.edu.au